

JOEL KROEKER BIO

"If there's a story so far this year in Canada it's Joel Kroeker"
- The Calgary Sun

"When I first heard Joel Kroeker play guitar it reminded me of a modern pop version of Lenny Breau. His guitar playing, and phrasing are very reminiscent of Lenny. His playing is familiar sounding but with a new approach to standard riffs and things which gives him his own unique style right from bar one." - Guitarist Randy Bachman

"Joel is the kind of artist that True North can take around the world. I think he's got one foot where Paul Simon is, and one foot where Jack Johnson is."
- True North president Bernie Finkelstein

A strikingly original singer/songwriter, Joel Kroeker debuts on True North Records and Universal Music Canada with the memorable album, "Melodrama." The recording--consisting of 12 original songs by Joel--indicates a comprehensive understanding and passion for alternative folk, rock, and jazz genres.

Recorded with producer Danny Greenspoon at Canterbury Sound in Toronto, the album features a band that matches Joel's sizable talent: guitarist Kevin Breit (Norah Jones), keyboardist Gary Breit (Bryan Adams), drummer Gary Craig (Bruce Cockburn), bassist George Koller (Peter Gabriel), and with background vocals by Kathryn Rose and Susie Vinnick. Guesting on "With Me" is former Guess Who/Bachman Turner Overdrive guitarist Randy Bachman. Joel returned the favour to Randy by performing on his 2004 album "Jazz Thing" on Maximum Jazz.

Joel is also up for OUTSTANDING POP ALBUM OF THE YEAR and SONGWRITER OF THE YEAR at the 2004 Western Canadian Music Awards along with Sarah Maclachlan, Nelly Furtado and Jann Arden for his new True North Records release, Melodrama.

Joel completed a Bachelor of Music in Composition and Guitar Performance at the University of Manitoba and then a Masters Degree in Ethnomusicology and Popular Music Studies from the University of Alberta in Edmonton. Joel's debut CD "Naive Bohemian," released independently in 1999 by his Dancing Monk Productions, reached # 7 on the Canadian National Campus Radio Specialty chart. The same year Joel was named Best New Recording Artist by the Alberta Recording Industry Assn., and won the Film Score of the Year category for the documentary "Tokyo Gardens."

Joel also went on to share stages with such top Canadian acts as Sarah Harmer, Bruce Cockburn, Hawksley Workman, Stephen Fearing, Colin Linden, Colin James, and the Payolas. In addition, Joel's songs have been covered by several artists in the past year. Toronto cabaret singer Patricia O'Callaghan recorded "Naked Beauty" as the title track of her recent Marquis album. Lee Aaron included five Joel co-writes on her 2004 album "Beautiful Things" on HipChick Records; and Toronto-based band Micro Maureen recorded another Joel co-write, "We're Still Here" on its Aquarius debut in 2003. "Melodrama" is a map of Joel's music; it defines the territory he claims without quite fixing his limits.

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